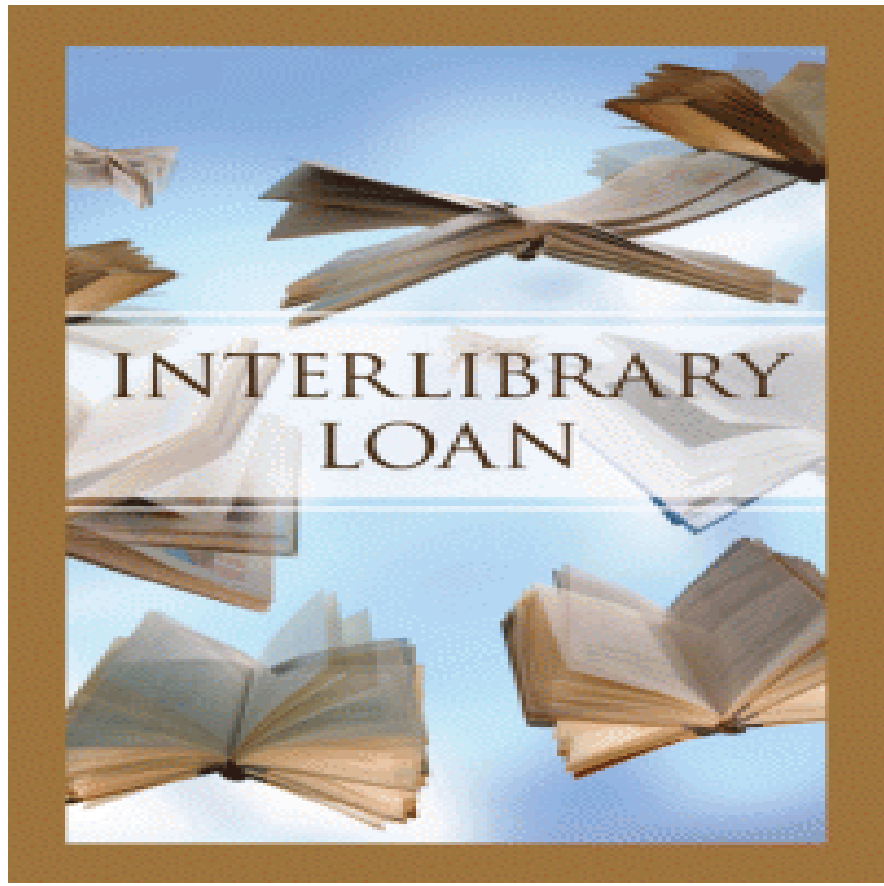




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Research Seminar,
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14.8.12





MLS thesis (2003)

Interlibrary loan borrowing practices in Israeli college libraries: Implications for Israeli university libraries

- to ascertain the extent to which Israeli college libraries **outsource** their ILL requests to university libraries and how the university libraries dealt with this



Benefits to outsourcing library





Collection development policy: **Just-in-time vs. Just-in-case (or access vs. ownership)**

- **Just-in-time (JIT)** - maintaining a small-medium library collection and obtaining items only at the time a need arises (**college** libraries)
 - Patron-Driven Acquisitions (PDA)** whereby library buys access only after it has seen the amount of patron use
- **Just-in-case (JIC)** - maintaining a large library collection so that a patron's needs can be filled immediately (**university** libraries)

The Long Tail (2006) refers to the increasing accessibility of esoteric items which account for a similar amount to the popular items

Chris Anderson's Long Tail



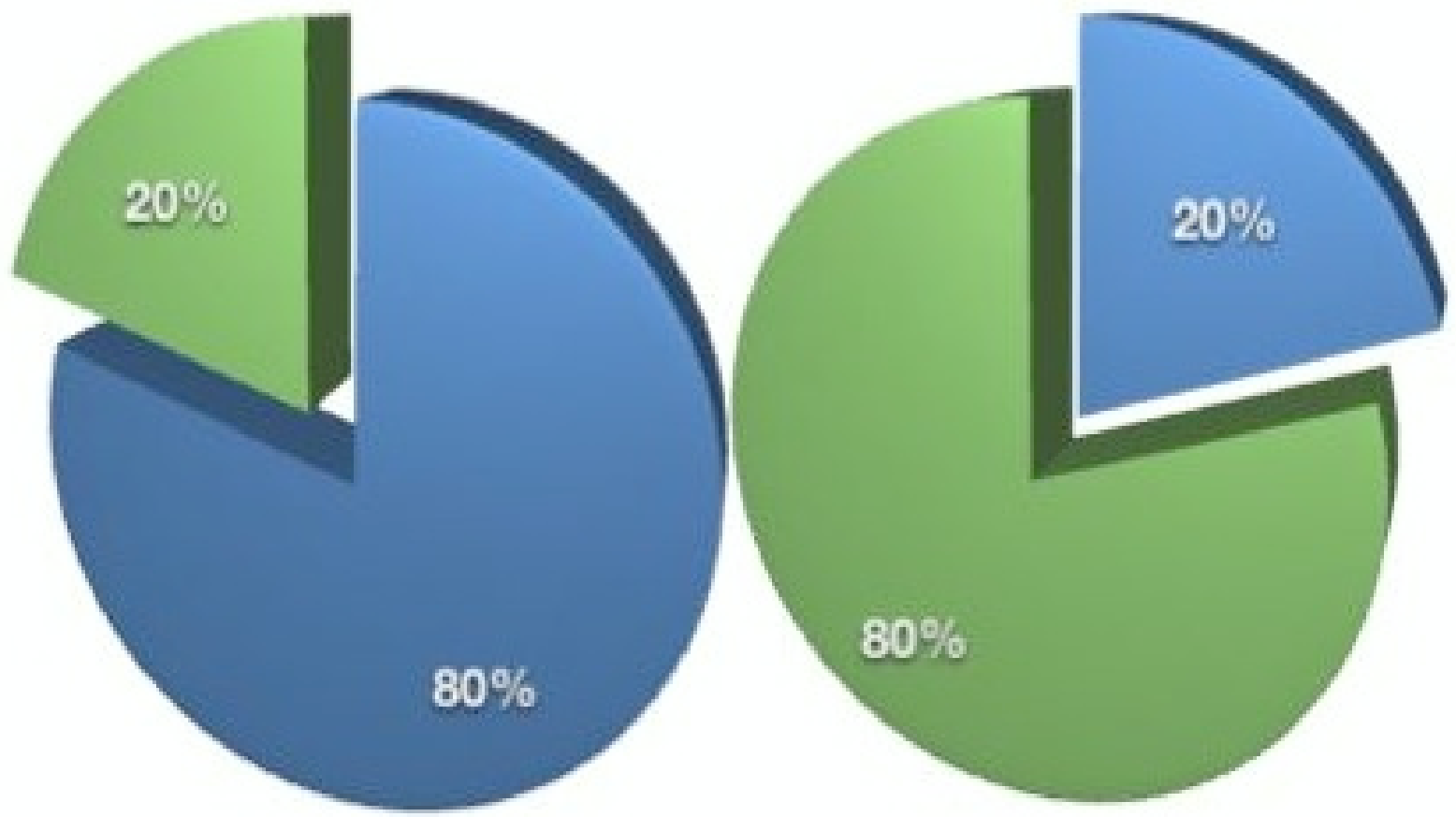


ILL and the Long Tail

ILL is a form of **long tail (JIT)** collection development policy in that libraries buy the most popular items and offer more esoteric, less popular ones via ILL.



Pareto Principle



20% of the input (time, resources, effort)
accounts for 80% of the output (results, rewards)



Pareto Principle (1906) in libraries

- The **Pittsburgh Study (1979)** was one of the first library-use studies which showed that 20% of the collection and services are used by 80% of patrons (and vice versa)
- economical sense for libraries to offer increased ILL to their patrons (JIT)

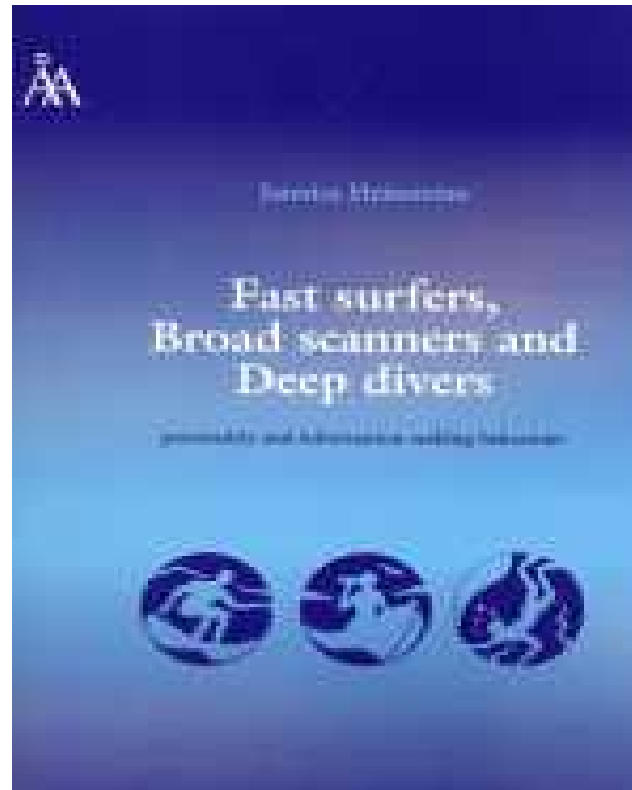
PhD dissertation (2008)

Interlibrary loans and academic research:
The differences between users and non-users
and factors affecting satisfaction with
outcomes

Differences:

- Frequency of library use
- Style of information-seeking
- Demographics
- Academic profile

Heinstrom's **Styles of Information-Seeking** (2002)





Heinstrom's model cont.

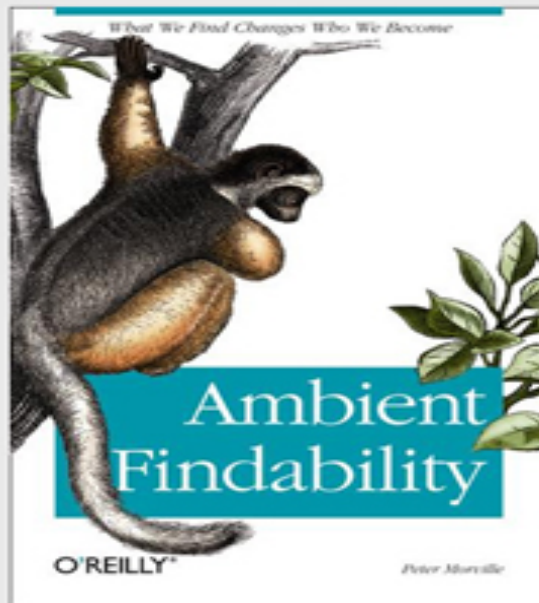
- **Fast surfers**
 - minimum time and effort
 - ease of access over quality of information
 - encounter problems in critically evaluating material
- **Broad scanners**
 - access a wide range of sources
 - flexible browsers
 - acquire information by chance
 - open to experiences
- **Deep divers**
 - highly motivated
 - systematic in approach
 - willing to apply much effort
 - driven by intellectual curiosity
 - interested in only gathering high quality information



Connection between **effort** invested and use of ILL

- **Zipf's Principle of Least Effort (1949)** - an information seeker will tend to use the most convenient search method and will stop searching as soon as minimally acceptable results are found - “**satisficing**”
- **Mooers' Law (1959)** - an information retrieval system will tend not to be used whenever it is more **painful and troublesome** for a person to have **information** than for him not to have it

Morville's **Ambient Findability** (2007) – is based on the concept of 'ease'



find·a·bil·i·ty *n*

The quality of being locatable or navigable.

The degree to which an object is easy to discover or locate.

The degree to which a system or environment supports wayfinding, navigation, and retrieval.

am·bi·ent *adj*

Surrounding; encircling; enveloping (*e.g., ambient air*)

the ability to find anyone or anything
from anywhere at anytime



Ambient Findability cont.

- information that is **hard to find** will remain information that is **hardly found**
- **Findability** precedes **usability**. In the alphabet and on the web. You can't **use** what you can't **find**



Oliver's **Expectation Disconfirmation Theory (EDT)** of customer satisfaction (1980)

- A concept borrowed from the world of business: the degree of satisfaction with a service or product is dependent on the **gap** between **performance** and **expectation**

Expectation Disconfirmation Theory (EDT)

cont.

Consumers form expectations before they purchase a product of the product they plan to purchase.

After consumers purchase a product, they form further expectations of the product that develop as they see how the product performs.

The consumers compare the product's perceived performance to their expectations of the product. These expectations either confirm or disconfirm their original expectations.



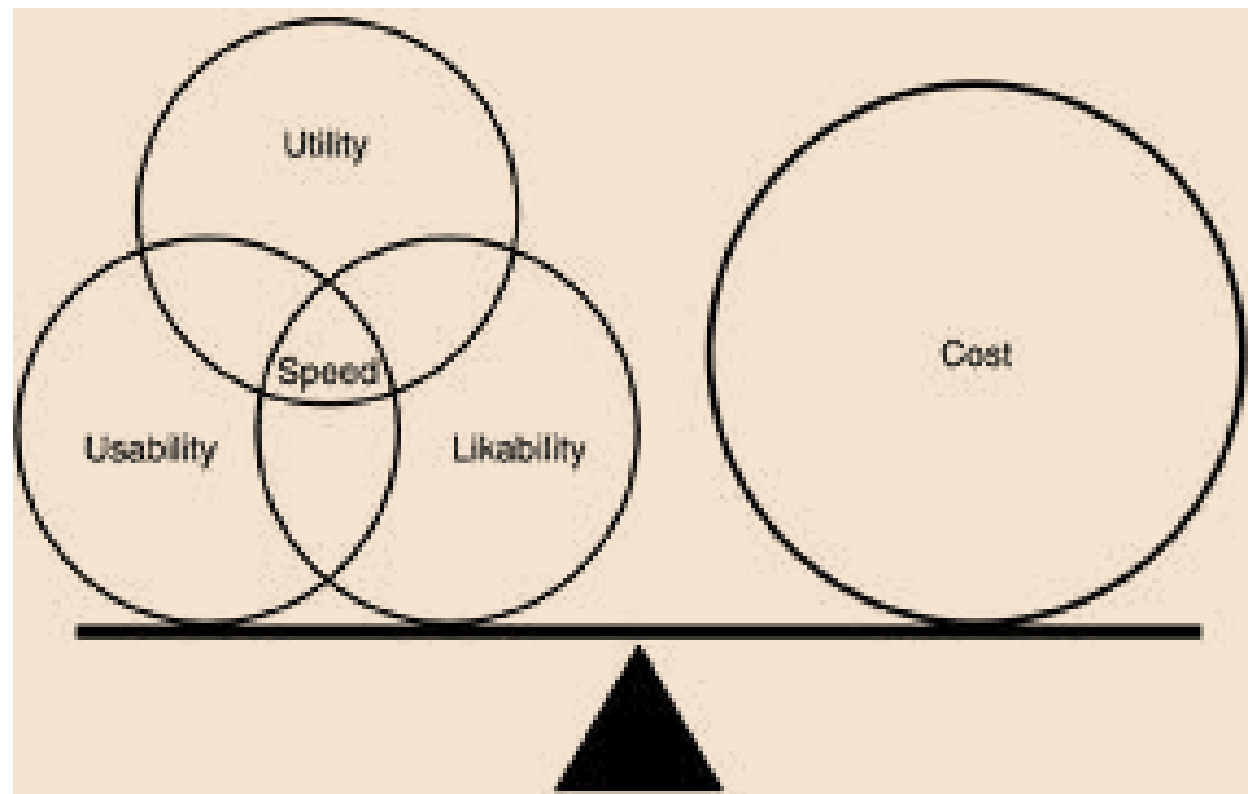
PhD dissertation cont.

Satisfaction:

- Consultation of secondary sources
- Indicative/Informative titles
- Librarian assistance
- Timely delivery



Effect of **speed of delivery** on use/non-use of ILL: **Shackel's Acceptability Paradigm (1991)**





Research interests:

Interlibrary Loans & Resource Sharing

- Outsourcing of ILL
- ILL and collection development
- Economic aspects of ILL
- ILL networks such as OCLC
- ILL consortia ILLiad
- Document delivery
- Staffing trends
- International comparisons



Research interests cont.

Interlibrary Loans & Resource Sharing

- Trends in ILL in Israeli colleges and universities
- Use and non-use of ILL
- Standards
- ILL and copyright/legal issues
- ILL and Ebooks - comparison of different business **models** e.g. **POD (Purchase on Demand)** via publishers i.e. provide short term temporary access, instead of traditional book borrowing via ILL



ILL and Ebooks

Heather Wicht (2011) **The evolution of E-books and interlibrary loan in academic libraries**
(2011)

http://lib.haifa.ac.il/ill_pdf/ILL_OLD/wicht.pdf

Linda Frederiksen, Joel Cummings, Lara Cummings & Diane Carroll (2011) **Ebooks and interlibrary loan: Licensed to fill?**

http://lib.haifa.ac.il/ill_pdf/ILL_OLD/frederiksen.pdf



Library assessment

- **Library use** (and non use)
- **Wayfinding** - how people find ways round libraries
- **Website usability**
- **Unobtrusive observation** e.g. Reference
- **Interviews**
- **Focus groups**



Library Assessment cont.

- Electronic **satisfaction surveys** e.g. **LibQUAL+®** (based on EDT or Gap theory)
- **Benchmarking** of 2009 and 2012 LQ results
- Connection between library use and **academic outcomes**
- **Organizational climate**



Library Assessment

- [University of Haifa Wikipedia entry on "Library Assessment"](#)
- [LibQUAL +[®]](#)





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